

Looking to sharpen your social media skills?

VISIT THE AIDS.GOV & APHA

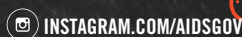
SOCIAL MEDIA LAB

LOCATION

FIRST FLOOR, OUTSIDE THE GREAT HALL

**MONDAY, NOVEMBER 17th &
TUESDAY, NOVEMBER 18th**

10am to 6pm



8 TIPS FOR USING TWITTER AT APHA

Use the hashtag #APHA14.

The more you use the conference hashtag, the more likely you are to connect with other people at APHA and help people connect to your content.

Remember they are following YOU.

If you have 100 followers or a million, they follow you because of what you say and who you are. Try to relate what you share at APHA to your own experiences.

Be their ears and eyes, too.

For every person at APHA there are hundreds (if not thousands) of people watching and listening from afar, many wishing they were here. Try to stay conscious of what your followers and other remote participants might be most interested to read, see or find out.

Be original.

Your tweets will be valued most by your followers if they include something they could not easily find elsewhere: your opinion; a link to an interesting site or article; a relevant hashtag. Don't hit the retweet button without including your own view or added value.

There's no time like the present.

Tweet as soon as something grabs your attention or evokes a reaction in you. It is hard to find the time when you are taking part in an event, but commenting and responding in real time to others' posts adds real depth and value to discussion.

Quote the quotes.

If you must tweet direct quotes, listen for original comments, and quote them for what they say, not who said them. Find the speaker's twitter handle if you have time.

A picture, a thousand words, etc.

Use the same rules for photos and videos as you do for text content: Add value for your followers and give them something they cannot get elsewhere, such as photos of presentation, conclusion slides, or data.

Be a Twitter advocate.

Encourage other people to tweet things they find interesting. If they are not Twitter users, take a few minutes to tell them why they would benefit if they were. Encourage them to sign up and follow you!

**Learn all this and more at the
AIDS.gov and APHA Social Media Lab.**